

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT CANADIAN INC.
[A/C]

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Ad No. CAL-100-44-PROJECT CALIFORNIA/FREE CARTON OFFER-Reg. No. H-11733-Page-(9 3/4" x 11 1/4")-4/c-USA Weekend, 1988.

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Smokers: Don't miss this offer!

BUY ANY FOUR CARTONS



Just collect four UPC codes from cartons of any style Marlboro, Merit, Benson & Hedges, or Virginia Slims, and mail them with the form below. In return, we'll send you a coupon for a free carton. While this offer is good until February 28, remember, cigarette prices go up January 1. So start saving right now for your free carton.

Marlboro Kings: 16 mg "tar," 1.0 mg nicotine -
Benson & Hedges 100's: 16 mg "tar," 1.0 mg nicotine -
Virginia Slims 100's: 14 mg "tar," 0.9 mg nicotine av. per
cigarette, FTC Report Feb. '85: Merit Kings: 9 mg "tar,"
0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Fill out this form, or facsimile of, and mail with four carton UPC's (the codes on carton sides) from any style, any combination of Marlboro, Merit, Benson & Hedges, or Virginia Slims to:

Free Carton Offer, P.O. Box 4294, Kanikake, IL 60902

Name _____ ☐ Male ☐ Female

Address _____ Age _____

City _____ State _____ Zip _____

Phone: _____ Date of Birth: ____/____/____

What is the name of your regular brand? _____

Is your regular brand: ☐ Menthol ☐ Non-menthol

Are any of these words on your pack? Check one

☐ Lights/Low Tar/Mild ☐ Extra Lights/Extra Mild
☐ Ultra/Light/Lights/Extra Low Tar ☐ None of the above words

By requesting this form, I certify that I am a cigarette smoker at least 10 years of age. I am willing to receive free samples of cigarettes in the mail, subject to applicable state and federal laws. Limit two requests per person. Offer available to all adult smokers only. Offer limited to smokers 22 years of age or older. Offer ends 2/28/89. Please allow 4-6 weeks for delivery.

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